

EEO PUBLIC FILE REPORT

FOR

KSBW

This EEO Public File Report
Covers the One-Year Period
Ending on 7/31/2016

EEO Annual Public File Report

KSBW

This EEO Public File Report is filed in Station KSBW 's public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's EEO Rule.

The information contained in this Report covers the one year time period ending July 31, 2016 (the "Reporting Period").

Attachments 1 through 3 are intended to provide the information required by the FCC's EEO Rule. Attachments 1 and 2 contain the following information for each full-time vacancy:

- * The full-time vacancies over the Reporting Period, the recruitment sources used to fill each vacancy, and the recruitment source that referred the hiree for each full-time vacancy;
- * The master list of recruitment sources utilized by the station, identified by name, address, contact person and telephone number; and
- * The total number of persons interviewed for each recruiting source over the Reporting Period.

Attachment 3 contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO Rule during the Reporting Period.

Questions concerning this Report should be directed to: KSBW, 238 John Street, Salinas, CA 93901

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I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Promotion Manager Open Date: 11/19/2014 Hire Date: 9/4/2015	2, 4-6, 8-10, 13-14, 17, 19-24, 26-28, 32, 36	8
Production Assistant/Newscast director Open Date: 6/3/2015 Hire Date: 8/30/2015	1-2, 4-6, 8-11, 13-14, 17-19, 22-24, 26- 27, 29, 32-33, 36-37	11
Master Control Operator Open Date: 6/22/2015 Hire Date: 8/3/2015	1-2, 4-5, 8-11, 13-14, 17-19, 22-24, 26- 27, 29, 32-33, 36-37	11
Production Assistant Open Date: 7/20/2015 Hire Date: 8/17/2015	1-2, 4-6, 8-11, 13-14, 17-19, 22-24, 26- 27, 29, 32-33, 35-37	11
IT Specialist Open Date: 7/21/2015 Hire Date: 12/7/2015	1-2, 4-6, 8-10, 12-14, 17-19, 22-24, 26- 27, 29, 32-33, 35-37	8
News Photographer Open Date: 8/17/2015 Hire Date: 1/11/2016	1-6, 8-10, 12-15, 17-19, 22-24, 26-27, 29, 32-33, 37	18
Production Assistant/Master Control Assistant Open Date: 8/17/2015 Hire Date: 2/3/2016	1-6, 8-11, 13-14, 17-19, 22-24, 26-27, 29, 32-33, 37	8
Master Control Operator Open Date: 9/15/2015 Hire Date: 11/3/2015	1-6, 8-10, 13-14, 17-19, 22-24, 27, 29, 32-33, 36-37	8
Account Executive Open Date: 10/19/2015 Hire Date: 2/16/2016	2, 4-6, 8-10, 12-14, 17-20, 22-27, 29, 32-34, 36-37	25
Account Executive Open Date: 12/8/2015 Hire Date: 5/18/2016	1-10, 12-14, 17-19, 22-24, 26-27, 29, 32-33, 36-37	7
Account Executive, Estrella Central Coast Open Date: 2/3/2016 Hire Date: 3/28/2016	2, 4-6, 8-10, 12-14, 16-17, 19-20, 22- 24, 26-27, 29, 31-33, 36-37	20
Producer/Editor- Estrella Open Date: 2/3/2016 Hire Date: 5/2/2016	1-2, 4-6, 8-10, 13-14, 17-19, 22-24, 26- 27, 29, 32-33, 36-37	8
Master Control Operator Open Date: 2/25/2016 Hire Date: 5/23/2016	1-6, 8-14, 17-19, 22-24, 26-27, 29, 32- 33, 36-37	11
Production Assistant Open Date: 3/8/2016 Hire Date: 4/11/2016	1-6, 8-14, 17-20, 22-24, 26-27, 29, 32- 33, 36-37	11

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I. VACANCY LIST

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Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Sports Director Open Date: 3/8/2016 Hire Date: 7/18/2016	1-6, 8-11, 13-14, 16-19, 21-24, 26-27, 29-33, 36-37	11

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	AAJA 5th 3rd street Suite 1108 San Francisco, California 94103 Corp Recruiter Manual Posting	N	0
2	Army Community Service General Stilwell Community center Bldg 4260 on OMC Seaside, California 93955 Phone : 831-242-4652 Url : http://www.monteery.army.mil/acs/index.html Email : kevin.ann.moore@us.army.mil Fax : 1-831-242-7662 Kevin Moore	Y	0
3	Bates College Broadcast/Production Program 1101 S Yakima Ave Tacoma, Washington 98405 Phone : 253-680-7761 Email : kwitkoe@bates.ctc.edu Ken Witkoe	N	0
4	Cal Jobs EDD PO Box 826880 MIC 50 Sacramento, California 94280 Phone : 831-796-3619 Url : http://www.caljobs.ca.gov Marlinda Torres Manual Posting	Y	0
5	California Broadcasters Assoc. 915 "L" Street Suite #1150 Sacramento, California 95814 Phone : 916-444-2237 Url : http://www.yourcba.com Joe Berry Manual Posting	N	0
6	California Broadcasters Association (CBA) 915 L Street, Suite 1150 Monterey/Salinas, California Phone : 916-444-2237 Url : www.cabroadcasters.org/jobbank.htm Fax : 1-916-444-2043 Stan Statham	N	0

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
7	Careerbuilder.com LLC 200 N. LaSalle, Suite 1100 Chicago, Illinois 60601 Phone : 877-698-6622 Url : www.careerbuilder.com Career Services Manual Posting	N	1
8	Careers.HearstTelevision.com 214 N. Tryon St Charlotte, North Carolina 28202 Phone : 1 Url : http://careers.hearsttelevision.com/ HTV Careers Manual Posting	N	55
9	CCNMA-California Chicano News Media Association 727 W. 27th St., Rm 201 USC Annenberg School for Journalism Los Angeles, California 90007-3212 Phone : 213-821-0075 Url : http://www.ccnma.org Silvia Wells Manual Posting	N	0
10	Collective Talent 26150 Hersheyvale Franklin, Michigan 48025 Phone : 813-254-9695 Email : bille@michaelsmedia.com Michael Bille	N	0
11	Current Employee	N	11
12	Employee Referral	N	12
13	Employment Development Dept 730 La Guardia Street Salinas, California 93905 Phone : 831-796-3619 Url : www.communityjobfair.org Email : alan.burrafato@edd.ca.gov Alan Burrafato	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
14	EqualityMagazines.com 13351 Riverside Dr. #514 Sherman Oaks, California 91423 Phone : 818.654.0870 Jeff Palmatier Manual Posting	N	0
15	Former Employee	N	2
16	Former Employee Referral	N	3
17	Ft. Ord Environmental Justice Network P.O. Box 361 Marina, California 93933 Phone : 831-582-0803 Url : foejn.org Email : ejustice@mbay.net Levonne Stone	Y	0
18	Indeed.com 7501 N. Capital of Texas Hwy Building B Austin, Texas Phone : 704-348-8000 Url : www.indeed.com Career Services Manual Posting	N	36
19	Lighthouse Services 574 Watson Street Monterey, California 93940 Phone : 831-224-7722 Email : LIGHTHOUSE.SRV@GMAIL.COM Shira Diallo	Y	0
20	LinkedIn.com 2029 Stierlin Court Mountain View, California 94043 Phone : 650-687-3600 LinkedIn Recruiter Manual Posting	N	4
21	Lorna Dave Agency PO Box 368 Fogelsville, Pennsylvania 18051 Phone : (610) 248-1317 John Derr Manual Posting	N	2

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
22	LULAC Council #2055 P.O. Box 1396 Salinas, California 93902 Phone : 831-224-3260 Url : http://www.lulac.com Carlos Ramos Manual Posting	Y	0
23	Medialine P.O. Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Url : http://www.medialine.com Email : medialine@medialine.com Fax : 1-831-648-5204 ..	N	0
24	Mission Trails ROP 867 East Laurel Drive Salinas, California 93905 Phone : 831-753-4209 Url : missiontrailstop.org Email : allan.schooley@salinasuhd.org Randy Bangs	N	0
25	Monterey Bay Jobs . Monterey, California Phone : 800-761-2724 Url : http://www.montereybayjobs.com/ Career Services Manual Posting	N	1
26	Monterey Peninsula College 980 Fremont St Monterey, California 93940 Phone : 831-646-4196 Url : http://www.mpc.edu Fax : 1-831-646-4838 Lien Nguyen	N	0
27	NAACP 1104 Broadway Avenue Seaside, California 93955 Phone : 831-394-3727 Url : http://www.naACP.com Email : mcbnaACP1049@att.net Barbara Johnson	Y	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
28	NAB.org 1771 N Street NW Washington, District of Columbia 20036 Phone : 202-429-5361 Url : www.nab.org Email : mduke@nab.org Michelle Duke	N	0
29	NAHJ-National Association of Hispanic Journalists 1050 Connecticut Ave. NW 10th Floor Washington , District of Columbia 20036 Phone : 202-662-7145 Url : http://www.nahj.org Virginia Galindo Manual Posting	N	0
30	Napoli Management Group 8844 West Olympic Blvd Suite 100 Beverly Hills, California Phone : 310.385.8222 Recruiter . Manual Posting	N	1
31	Non-Employee Referral	N	2
32	One Stop Career Center Monterey County 730 La Guardia St Salinas, California 93905 Phone : 8317963369 Url : www.edd.ca.gov Sylvia Gonzalez Manual Posting	Y	0
33	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker Manual Posting	N	0
34	SantaCruzjobs.com 1961 Main St #236 Watson, California 95076 Phone : 800-761-2724 Url : www.santacruzjobs.com Jennifer Long Manual Posting	N	2

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
35	Society of Broadcast Engineers 9247 North Meridian Street Suite 305 Indianapolis, Indiana 46260 Phone : 317-846-9000 Url : www.sbe.org Fax : 1-317-846-9120 Scott Jones Manual Posting	N	0
36	TV Jobs P.O. Box 4116 Broadcast employment Services Oceanside, California 92052 Phone : 760-754-8177 Url : http://www.Tvjobs.com Mark C. Holloway Manual Posting	N	2
37	TVB 120 Wall Street, 15th Floor New York, New York 10005 Phone : 212-935-5631 Career Services Manual Posting	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			134

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	10/14/2015	Participation in events sponsored by community groups	Introduced a class from Leadership Monterey Peninsula with exposure to types of positions that are available at a TV station and the education needed to fill the positions.	2	President & General Manager Creative Services Director
2	11/14/2015	Participation in events or programs sponsored by educational institutions	Provide information to class members of Leadership Monterey Peninsula about positions in broadcasting. Watch the production of a live newscast and what each position is responsible for during the newscast. Explained to the class members the type of education and experience needed for obtain a position in the broadcast industry	1	President and General Manager
3	12/16/2015	Participation in events or programs sponsored by educational institutions	Participated in a program at Mission Trails Regional Occupation Program for Computer Science/Robotics and Web Design. Current trends and technologies were discussed and how technology is used in broadcasting.	1	Maintenance Engineer
4	12/19/2015	Participation in events sponsored by community groups	Lyceum Monterey County – hosting journalism students to provide them information on positions in broadcast television and education required to obtain employment in broadcasting.	1	News Director
5	2/22/2016	Participation in Job Fairs	California State University Monterey Bay - Career Fair	3	Assistant Director News Operations Manager Business Manager
6	3/22/2016	Participation in Job Fairs	USC Anneberg Career Connection Internship and Job Fair held at the USC Anneber School for Communication and Journalism	1	News Director
7	4/13/2016	Participation in events or programs sponsored by educational institutions	Participated in a program at Mission Trails Regional Occupation Program for Computer Science/Robotics and Web Design. Current trends and technologies were discussed and how technology is used in broadcasting.	1	TV Maintenance Engineer
8	4/15/2016	Participation in events or programs sponsored by educational institutions	Students from the video production class from Diamond Technology Institute, a charter school, were given a tour of the station and shown how video technology is used in the station and how the skills learned in the program are used to gain employment.	1	Creative Services Director

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9	4/17/2016	Participation in events or programs sponsored by educational institutions	Represented KSBW in presenting to a class at Cabrillo College on marketing a small business and what jobs we have at KSBW and how broadcasting is an exiting industry to work in.	2	General Sales Manager Sales Manager CC ABC
10	4/20/2016	Participation in Job Fairs	Spring Career Fair 2016 at Hartnell College, Salinas, CA	2	Operations Manager Business Manager
11	7/10/2016	Establishment of an intern program designed to assist members of the community	Station offers an internship program for local college students. The program is in our News Department for journalism majors. We had one (1) intern during the reporting period.	2	News Director Assistant News Director